



**SPECIFIC COOPERATION AGREEMENT
WHICH RECOGNIZES THE GOVERNMENT OF THE
STATE OF NEVADA, THE UNITED STATES OF AMERICA,
AND THE GOVERNMENT OF THE FREE AND SOVEREIGN
STATE OF MEXICO, UNITED MEXICAN STATES,
ON TOURISM PROMOTION, ARTISANAL, CULTURAL
AND ARTISTIC EXCHANGES.**

The Government of the State of Nevada represented in this act by the Governor, Hon. Brian Sandoval, and the Government of Mexico, represented by the Governor, Dr. Eruviel Ávila Villegas, affirm this Specific Agreement of Cooperation:

AS A FOLLOW-UP from the official visit of Governor Brian Sandoval to Mexico, in order to strengthen the relationship between the State of Nevada and the State of Mexico, due to the great similarities in several development sectors within both entities, as well as the social, cultural, and economic synergies which have been identified to further drive these mutual efforts;

CONSIDERING the Memorandum Of Understanding signed by both leaders on Tuesday, July 16th, 2013, in which content (paragraph 2, Article 2, Agreements section), the tourism industry is identified as one of the areas to be developed by mutual cooperation;

BASED UPON Section 4 of the Agreements of the Memorandum Of Understanding, concerning Cooperation Modalities whose paragraphs " a", " c" and " g " refer to the rapprochement between entities, to further specific projects and development of promotion activities;



AGREE to sign the present Specific Agreement of Cooperation, focused on the following points:

1. In terms of tourism promotion:

- a) Promotion of touristic attractions of the State of Mexico in Nevada and of Nevada in the State of Mexico, through the Secretariat of Tourism of the State of Mexico and Tourism Commission of the State of Nevada.
- b) Establish mutual collaboration between Hotel Associations of the State of Nevada and the State of Mexico, in order to explore investment projects in the hotel sector and development of resorts in the same sector.
- c) To further direct air flight from Las Vegas -Toluca / Toluca - Las Vegas.
- d) Recognition of a *Mexiquense* Tourism Fair in a tourist destination which may be proposed by the State of Nevada.
- e) Promotion of Nevada Wildlife hunting opportunities, including – Season and Regulations for Big Game, Furbearer, Upland Game and Migratory Birds, to include fishing at the Truckee, Humboldt, Carson, Walker and Quinn Rivers; and Lake Mead National Recreational Area.
- f) Outdoor Adventures in Nevada, including – Skiing in Lake Tahoe, Hiking at Red Rock Canyon National Conservation Area, Dune Buggy riding in the Sand Mountain area near Fallon, Touring the Great Basin National Park; participating in the annual Viva Bike Vegas.



2. In terms of artisanal, cultural and artistic exchange:

- a) To explore mechanisms for the possible marketing of *Mexiquenses'* Craft with public or private entities who could be interested in purchasing, selling, and/or distributing.
- b) To further the craft's catalog and the calendar of fairs, concerts, forums, and other cultural activities which take place in the State of Mexico.
- c) Invitation to musical groups, dance performance groups, artists, singers, dancers, and other talents of culture and art sector that can participate in public or private events who enliven and participate in the interest of the State of Nevada.
- d) Recognition of an annual *Mexiquense* Craft Fair in a touristic destination which may be proposed by the State of Nevada.
- e) Tours of all cultural Museums that provide "Story of the West", Including – Sparks Museums and Cultural Center, Nevada State Railroad Museum, Las Vegas Mob Museum, Old Las Vegas Mormon Fort, Nevada State Museum.
- f) Promotion of all Cultural & Artistic festivals Including – Hot August Nights, Reno Film Festival, Nevada International Film Festival, Street Vibrations, First Friday Las Vegas Downtown, The Great Reno Balloon Race and others.

BOTH LEADERS agree to coordinate cooperative exchanges with the municipal governments which are part of the State of Nevada and the State of Mexico, in order to partake in further projects of this Agreement.